JANUARY 1937

UEF news

IN 1937—

Published by • UNDERWOOD ELLIOTT FISHER COMPANY • New York

R. I. Nesmith & Assoc.

There is no moment like the present. The man who will not execute his resolutions when they are fresh upon him can have no hope from them afterwards; they will be dissipated, lost, and perish in the hurry and scurry of the world, or sunk in the slough of indolence.

—MARIA EDGEWORTH.

31,536,000 Seconds

LIKE everyone else I am aware of the fleetness of time. Like everyone else I am aware of the periods when I have wasted time and the feeling of repentance which results. The older one gets, the more aware of time he is. But I got an unexpected jolt when I received a calendar for 1937 with a little message saying "31,536,000 seconds are compressed into these twelve sheets that represent the year ahead."

A new year represents, for all of us, a new opportunity. It is offered to us with no strings attached. Each individual uses or wastes time according to his own conscience. The advent of a new year brings forth a crop of resolutions made in fun or in earnest. The fact that they were made at all proves that there was a need for them! The fact that they will be ignored and forgotten is pitiable. Living up to a self-imposed task can teach a man a great deal. It can prepare him for bigger tasks—larger responsibilities—greater success.

March forward into 1937 with the will and the resolve to gain your objective. The man who has learned to conquer himself can do many things which will be a source of surprise to him and his associates. He can develop talents which he may not realize he possesses. As in every other line of work, good salesmen are the ones who enjoy selling. The men who like their jobs are those who do them the best.

If you haven't already done so, resolve now to make 1937 a year of high achievement—and I'll wager you will find it crammed full of happiness and prosperity.

Ye Editor

UEF news

VOLUME 4 NUMBER 7

JANUARY, 1937

January hath 31 days and derives its name from Janus a Latin deity represented with two faces because he was acquainted with past and future events. The Saxons called this month Aefter-yula, or After-Christmas.

Andrew Cerruti, *Editor*

Family Magazine of Underwood Elliott Fisher Company

Published monthly at

One Park Avenue, New York, N. Y.

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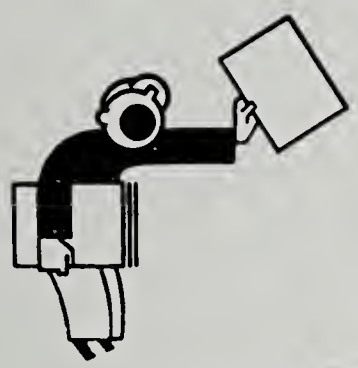


OPPORTUNITY

In 1937!

By L. C. Stowell

Executive Vice President

WHEN I was recently asked to say a word to the UEF Sales Family about the start of this brand new year, I said to the Editor, "How do you suppose the sales organization would have felt if the business conditions which are with us right now could have been handed to it back in 1932 or 1933?"

He said, "That's easy. There isn't a man in the crowd who wouldn't have said, 'Let's go,' with a smile of optimism and confidence on his face."

I'm not going to burden you with the statistics of the case, for I have no doubt that every man in the organization knows and is deeply thankful for the optimism of the present day and for the opportunities which lie ahead in 1937. The tough going of a few years ago is now only a matter of history, but even with the era of better business that is here, I would like to sound a note of warning.

When salesmanship strikes tough snags in a period of depression, the man with the stuff which makes successful salesmanship digs in and works harder than ever to be successful. Now the business tide is flowing, and the question is whether each man in the organization will say "Let's go," and catch the flood tide of good business with all the power of work and salesmanship which he possesses, or will he say, "What a relief from the tough selling of a few years ago," and start coasting.

There has never been such an opportunity in front of any group of salesmen in this industry as there is in front of the Underwood Elliott Fisher Sales Family today. Before long, 1929 sales records must give way to new sales performance which will make 1929 records look small.

Although I haven't had the privilege of meeting many of the UEF Sales Family, those whom I have met make me feel that everyone in the organization is going to recognize the great opportunity for bigger business that is here and make the most of it. You may depend upon us at One Park Avenue to support you; you may depend upon the eager cooperation at the manufacturing plants, and the part which our splendid service organization will play, and I use the words of the Editor in saying "Let's go!"

On to London!

By W. F. Arnold

General Sales Manager

THE Coronation in Great Britain is this year's outstanding event of universal interest. It was the logical thing, therefore, when, on behalf of E. A. Trefzger, Managing Director of Underwood Elliott Fisher Limited, F. D. Lehn, Manager of the Export Division, challenged us to enter into an International Sales Contest, to think of a trip to England as a worthwhile and desirable prize. Our next step was to ask Mr. L. C. Stowell, our executive vice president to sponsor the contest. When he agreed and discussed the details with President Wagoner, Mr. Wagoner graciously offered to donate a beautiful silver trophy to become the permanent possession of the winning side in the UEF International Sales Contest. It was further decided that handsome Coronation model gold watches would be offered as prizes for salesmen and branch managers. A colorful announcement has been distributed to the entire domestic sales organization and I am happy to report that we are off to a fine start.

Are You Going to London?

I am sure that every man in the organization has thought of the pleasures of a trip abroad. I need not go into the details of how fine it would be to win a trip to Great Britain *with all expenses paid.* I know that I need not dwell on the fun you would have coming from your city to New York to embark for a leisurely voyage to England, and the interest in landing in another country. Then, imagine being an eye-witness to history in the making during the exciting Coronation Week in London, watching the Coronation Procession from your own reserved seat. It's the treat of a lifetime! Think of the return trip to the homeland. Your friends, relatives and business associates all eager to hear a first-hand account of the year's Big Show. It's worth the extra effort during the months of January, February and March. On to London —let's go!

CORONATION CONTEST PRIZES

PRESIDENT WAGONER TROPHY

to become the permanent possession of the winning side.

2 FREE TRIPS TO ENGLAND

*to 2 UEF salesmen (and wives, if married) with all expenses paid during the week of the Coronation celebration.**

12 GOLD WATCHES

a Coronation watch any salesman will be proud to own.

12 GOLD WATCHES

every Branch Manager has an opportunity to win one of these special watches.

*WHILE IN LONDON YOU CAN SEE 1. Parliament Buildings and Westminster Bridge with Big Ben *(Ewing Galloway)*. 2. Horse Guards, St. James Park *(Ewing Galloway)*. 3. Buckingham Palace at night *(R. I. Nesmith & Assoc.)*. 4. Horse Guards . . . Whitehall *(R. I. Nesmith & Assoc.)*. 5. Big Ben at night *(R. I. Nesmith & Assoc.)*. 6. Tower of London *(Ewing Galloway)*.

With thanks to ESQUIRE

WELL! WE THOUGHT IT WAS A MACHINE GUN —
WHY DON'T YOU USE AN UNDERWOOD?

District Managers Meet

Annual Meeting in New York Forecasts a Successful Year

DURING the week of January 18, the district managers assembled in New York to review the achievements of 1936. Then, after discussing the business possibilities of the new year, the conference closed with the participants gathering Friday evening at the Metropolitan Club as dinner guests of the President. One of the evening's highlights was the reading of the exchange of cables between President Wagoner and E. A. Trefzger, Managing Director of Underwood Elliott Fisher, Limited, whose headquarters are in London. The interesting messages together with the reply of the United States District Managers are quoted below:

CABLEGRAM TO LONDON

I ANTICIPATE THAT THE BRITISH SALES ORGANIZATION WILL LIVE UP TO ITS RECORD OF BRILLIANT PERFORMANCE DURING THE PRESENT INTERNATIONAL CONTEST PERIOD STOP MAY THE BETTER SIDE WIN MY SILVER CUP STOP I AM CONFIDENT THAT IT WILL BE A QUOTA PLUS BATTLE ALL THE WAY STOP REGARDS TO YOU AND YOUR ENTIRE ORGANIZATION

(signed) P D WAGONER

CABLEGRAM TO NEW YORK

ON BEHALF BRITISH ORGANIZATION THANK YOU VERY MUCH FOR CABLEGRAM AND GOOD WISHES STOP MEN HERE ARE DETERMINED TO GIVE YOUR SILVER CUP AN OCEAN VOYAGE STOP FROM ALL INDICATIONS IT WILL BE QUOTA PLUS BATTLE ON OUR SIDE STOP YOU CAN ASSURE THE TWO WINNING SALESMEN A RIGHT ROYAL RECEPTION ON REACHING ENGLAND AND A GRAND TIME WHILE HERE STOP KINDEST REGARDS

(signed) E A TREFZGER

CABLEGRAM TO LONDON

QUOTA PLUS BATTLE ON IN EARNEST STOP PRESIDENT WAGONER READ EXCHANGE OF CABLES AT PRESIDENT'S DINNER TO DISTRICT MANAGERS ASSEMBLED NEW YORK STOP THE SILVER TROPHY IS A HOME-LOVING CUP AND DREADS SEA-SICKNESS STOP CONSEQUENTLY WILL SEND TWO SALESMEN AS PERSONAL REPRESENTATIVES IN MAY TO ACCEPT YOUR MOST CORDIAL INVITATION STOP BEST REGARDS AND WE MISSED YOUR PRESENCE

(signed) UNITED STATES DISTRICT MANAGERS

CABLEGRAM TO NEW YORK

ENTIRE BRITISH ORGANIZATION JOINS ME IN GRATEFUL THANKS FOR YOUR CABLEGRAM AND GOOD WISHES STOP WE CANNOT CONCEIVE PRESIDENT WAGONER'S CUP BEING ANYTHING BUT GOOD SAILOR AND FEEL CONFIDENT VOYAGE ON QUEEN MARY WOULD BE SMOOTH AND TROUBLEPROOF AND ELIMINATE ANY POSSIBILITY MAL DE MER STOP SALES MANAGERS BRANCH MANAGERS AND SALESMEN BRITISH ORGANIZATION JOIN ME IN GREETING THEIR AMERICAN COLLEAGUES AND WISH THEM BEST OF LUCK

(signed) E A TREFZGER

A most touching tribute to the late General Sales Manager, Fred F. Wright, was a toast proposed by President Wagoner. Mr. Wagoner then offered a toast to Vice President Eylar, who is on his way to Australia to visit our dealers.

The outstanding event of the evening was President Wagoner's new year message. This message, reproduced at the top of the following page, should prove an inspiration to every member of the UEF field force.

PRESIDENT'S DINNER TO THE U. S. DISTRICT MANAGERS, METROPOLITAN CLUB, NEW YORK

Reading, left to right, seated at table: F. U. Conard, J. J. Seitz, F. C. Snow, W. F. Arnold, P. D. Wagoner, F. D. Lehn, W. M. Coffman, L. G. Julihn, G. Button, J. L. Seitz, J. D. Donovan, E. W. Curtis, Jr., J. A. Smith, C. Jungbluth, T. L. Sloat, D. S. Sammis, L. E. Lentz, H. J. Crewdson, F. A. Greis, H. Marschalk, R. B. Gentes, W. H. Blaney, G. H. Crossan, F. L. Benedict, C. H. Bolton, M. A. Seely, R. E. Stewart, E. R. Baines. *Standing, left to right:* N. D. McCleod, C. R. Strohm, L. Y. Hagan. *Seated at right, reading from front to back:* G. Crouch, G. W. Spahr, S. A. Neidich, L. C. Stowell, A. Jensen, C. H. W. Ruprecht. * Due to illness, C. S. Duncan did not attend the dinner.

A New Year Has Dawned That Is Really New!

Nineteen Thirty-Seven means OPPORTUNITY.

It is your year—in your hands—to make of it what you will.

It's a long time since any of us has gone forward into a new year like Nineteen Thirty-Seven. Business is booming! It's an entirely different kind of year.

Other years brought doubt. Nineteen Thirty-Seven brings faith and confidence!

Other years have merely promised opportunity. Nineteen Thirty-Seven fairly dangles it before your eyes!

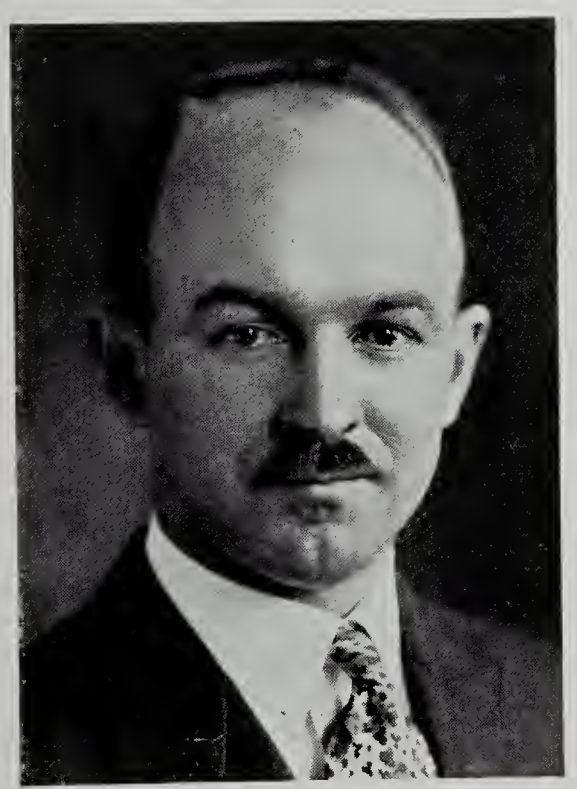
So let's all do our part to make Nineteen Thirty-Seven the greatest year Underwood Elliott Fisher has ever known.

Let's each obtain a larger measure of those things that really make life worth while. Each of us has that opportunity!

A New Year Has Dawned That Is Really New

Make of It What You Will!

—P. D. Wagoner



SLOAT HEADS ATLANTIC DISTRICT

JUST before going to press we were informed of the appointment of T. L. Sloat as District Manager of the Atlantic District, effective February 1st. Claude Minton, whom "Ted" Sloat succeeds, was appointed Branch manager at Hartford at his own request.

The good wishes of the entire UEF organization go to Ted with his new duties.

President Wagoner Awards Checks

PRESIDENT Wagoner's Reward of Merit Check Contest came to a brilliant finish with the Pacific district showing every one of its 14 branch offices with over 100% of quota for the three months' period. El Paso passed the 200% mark, winning the district's first honors.

The Western district came thru with 11 out of 14 branches scoring. The laurel wreath of victory went to the Rockford office by making 350% of quota.

Atlantic and Central districts fought to a tie with 8 branches out of 10 scoring over 100%. In the Atlantic district the honors went to Albany for securing 200% of quota; while Youngstown took a bow in the Central district for its record of 250%.

The Southern district accounted for 8 out of its 9 offices reporting 100%. Oklahoma City won the reckoning at more than 175% of quota.

The Eastern district came through with every one of its 8 branches over 100%, following the pace of the Scranton office which came through with 170%.

In the New York district the Typewriter division set the mark at 170%. The Accounting and Adding Machine division tallied a total of 140%.

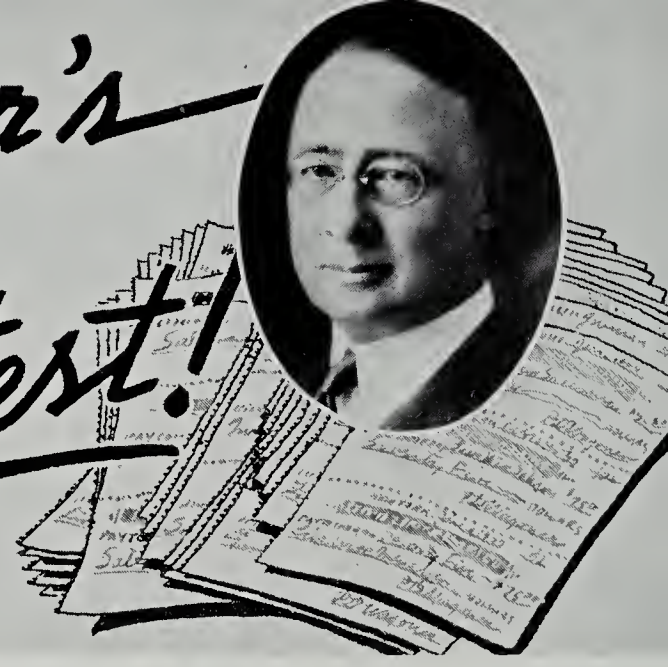
President Wagoner's Reward of Merit Checks for $75.00 each, were distributed to 48 Branch Managers. One hundred and one awards of $50.00 were mailed to 92 salesmen and 9 sales agents.

All Stars Earn $100 Awards

THE end of 1936 brought to a close the All Star Salesmen's Club membership drive with a total enrollment of 93 members. It was a most successful campaign according to W. W. Francis, who was re-elected President. Mr. Francis stated: "This is the biggest membership the Club has ever had. As its executive officer, I want every one to know that every effort will be made to increase the enrollment in 1937. I know that every member of the Club backs me up in this statement. Watch our performance in 1937!"

A check-up of the returns disclosed that Director Diedrich became Vice-President; that former Director Bahan became Secretary; A. H. Miller was elected to the important post of Treasurer; Members Arndt and Sea were appointed Directors; Directors Landrus and Modrack were re-elected; B. B. Horwitz and H. C. Hart were elected members of the Board of Directors of the 1936 All Star Salesmen's Club.

The Winners in President Wagoner's Reward of Merit Check Contest!



BRANCH MANAGERS

Manager	Branch
*M. Shaver	El Paso
*J. L. Videau	New Orleans
*L. W. Pickler	Spokane
*H. K. Ehrsam	Portland, Ore.
C. R. Oehler	Rockford
F. H. Hall	Salt Lake City
R. C. La Torres	Denver
H. T. McBrien	Detroit
K. E. Sechler	Youngstown
*J. A. Johnson	Los Angeles
E. A. Bode	Green Bay
W. A. Hazelton	South Bend
W. Crist	Butte
A. E. Zugelter	Cincinnati
F. G. Fink	Seattle
J. W. Roberts	Jacksonville
F. C. Snow	Chicago
L. S. Webster	Pittsburgh
I. C. Knowles	Richmond
W. C. Welch	Oklahoma City
A. J. Salisbury	Boise
T. J. McMahon	Albany
J. M. Jackson	Columbus, O.
A. G. Walsh	Sacramento
W. R. McDowell	Charlotte
G. W. Hunt	Indianapolis
O. H. Cook	Houston
R. E. Ward	Springfield, Mass.
J. C. Young	San Francisco
G. G. Russell	Phoenix
G. L. Frymire	Memphis
F. A. Knowles	Birmingham
H. F. Lyons	New Haven
J. V. Brownell	Washington
J. L. Hoyt	San Diego
F. M. Anglim	Davenport
H. A. Franke	Milwaukee
G. Bayles	Harrisburg
H. F. Longabach	Dallas
S. T. Smith	Hartford
A. V. Longenecker	Peoria
C. Hickman	Nashville
B. Rawdon	Philadelphia
D. E. Conklin	Kansas City
F. E. Klima	Cleveland
J. A. McComas	Baltimore
W. B. Schiebel	Allentown
L. A. Weitz	Fresno

* Awarded "Cash for Christmas."

SALESMEN

Name	Branch
*H. L. Young	Newark
*G. J. Husk	Pittsburgh
*A. L. Grannum	New York City
C. H. Seibert	Albany
*E. R. McMahon	Seattle
E. J. Schoch, Jr.	Hartford
L. S. Holleman	New Orleans
R. T. Hess	Richmond
L. M. Jacobson	Green Bay
A. H. Peters	New York City
L. A. Wallinger	Rochester
R. Bishop	Los Angeles
R. W. Seaman	South Bend
W. H. Hartley	New York City
†*Monroe Off. Eq. Co. (S. A.)	New Orleans
*S.Harris (S. A.)	New Orleans
*L. J. Quinn	Memphis
T. W. Minford	Chicago
*A. L. Swan	Seattle
*F. G. Aff	Portland, Ore.
C. Fish	Cleveland
H. K. Ross	Detroit
A. Keil	Spokane
*J. J. Fox	St. Louis
†C. E. Baker, Jr. (S. A.)	Oklahoma City
B. H. Moreland	New York City
S. L. Allen	Oklahoma City
T. C. Wornel	Cincinnati
*A. W. Schaeffer	Cincinnati
L. C. Jones	Scranton
R. L. Anderson	Richmond
P. S. Donovan	Portland, Me.
E. L. Peach	Pittsburgh
I. N. Fraver	Allentown
*W. A. McNamara	Syracuse
*E. P. Baldwin	Los Angeles
†Valley Type Co. (S. A.)	Los Angeles
H. C. Lane	Chicago
C. A. Mayer	Philadelphia
L. E. Barton	Seattle
K. M. Corson	Boston
F. H. Gorman	Newark
H. H. Taylor	San Francisco
D. H. Hutchinson	Boston
H. J. Lindig	Detroit
W. H. Riggle	Jacksonville
A. F. Dancy	Charlotte
E. W. Driehorst	Pittsburgh
†Stewart Type. & Add. Mach. Agy. (S. A.)	Chicago
W. R. Hutchins	Youngstown
A. J. Sieben	Chicago
L. V. Rogers	South Bend
H. R. Coronway	New York City
G. M. Drakeley	New Haven
E. Furfey	Philadelphia
H. N. Edmunds	Spokane
E. W. Marotz	Green Bay
*D. O. Bassett	San Francisco
E. B. Kamp	Los Angeles
E. C. Clewell	Los Angeles
G. A. Rice	Los Angeles
B. B. Browne	Chicago
S. H. Farb	Philadelphia
L. A. Meeks	Detroit
H. W. Beecher	Boston
M. J. Duffy	New York City
J. R. Browne	Salt Lake City
L. H. Hilliard	Philadelphia
†H. T. Nixon (S. A.)	Jacksonville
L. I. Hadden	Chicago
W. J. Hare	Philadelphia
B. T. Ferguson	Nashville
T. E. Herbold	Kansas City
E. F. Bailey	Los Angeles
W. G. Bergman	Chicago
†E. L. Anderson (S. A.)	New Orleans
A. Pomerantz	Chicago
E. C. Beardslee	Chicago
E. J. Hilton	Kansas City
*G. A. Druin	Los Angeles
†Galveston Type Exch. (S. A.)	Houston
S. B. Hammond	Minneapolis
H. W. Welch	Dallas
W. E. Torfs	Scranton
H. L. Brown	Charlotte
F. L. Basserman	New Haven
J. F. Quinn	Providence
*H. C. Stewart (S. A.)	Atlanta
K. E. Burchfield	Columbus
G. T. Kirby	Louisville
F. C. Hall	Houston
B. L. Rigney	Birmingham
J. J. Deveney	San Francisco
E. R. Harrison	Davenport
J. S. Teeter	Chicago
J. W. Carroll	San Francisco
E. P. Ryan	Chicago
G. C. Quesada	Boston
S. M. Worden	New York City
A. H. Githens	Akron
G. W. Monteith	Philadelphia

* Awarded "Cash for Christmas." † Sales Agents.

OFFICERS AND DIRECTORS...

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2

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4

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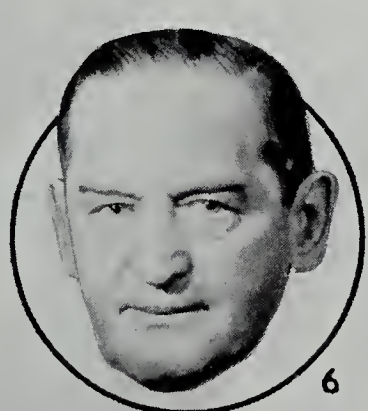
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9

1. W. W. Francis, *President* Washington
2. F. C. Diedrich, *Vice-President* Washington
3. L. P. Bahan, *Secretary* New Orleans
4. A. H. Miller, *Treasurer* Washington
5. W. F. Arndt, *Director* Chicago
6. P. N. Sea, *Director* Chicago
7. A. G. Landrus, *Director* Washington
8. W. J. Modrack, *Director* Detroit
9. B. B. Horwitz, *Director* New York City
10. H. C. Hart, *Director* Houston

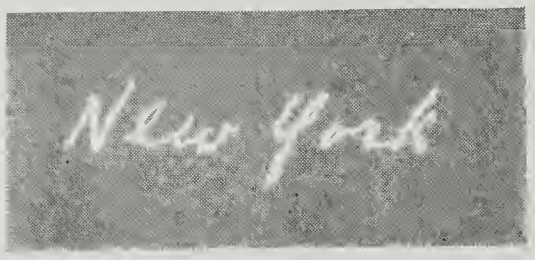
IN THE WINNERS

11. R. M. Stamps — Richmond
12. A. C. Tweed — Philadelphia
13. F. S. Roberts — Louisville
14. E. A. Hundley — Birmingham
15. A. W. Johnson — New York City
16. W. C. Berg — Pittsburgh
17. L. T. Turner — Detroit
18. G. L. Hamilton — Pittsburgh
19. R. M. McCleary — New York City
20. M. J. Carroll — New York City
21. R. S. Albert — Detroit
22. F. M. Clothier — Harrisburg
23. L. H. DeVogt — Detroit
24. R. C. Gleeson — Washington
25. F. H. Barger — Des Moines
26. R. L. Johnson — Pittsburgh
27. G. S. Lang — Detroit
28. W. A. Campbell — Richmond
29. O. M. McCracken — Indianapolis
30. F. A. Andrews — New York City
31. E. C. Mawley — New York City
32. H. Tennyson — Kansas City
33. J. S. Larson — Albany
34. O. G. Penegar — Charlotte
35. I. Smith — Detroit
36. W. O. Bryant — Los Angeles
37. J. H. Whitehouse — South Bend
38. L. C. Reuning — New Orleans
39. R. W. Adams
40. H. P. Williams
41. J. F. Symonds
42. F. Vaughan
43. R. G. Starling
44. R. W. Land
45. N. P. Coleman
46. J. C. Eckstrom
47. W. P. Brandt
48. F. W. Edwards
49. A. T. Wakelyn
50. C. W. Renshawe
51. C. W. Andrus
52. P. D. Snow
53. V. P. Dory
54. E. I. Sampson
55. Q. O. Bowen
56. E. C. Atkerson
57. W. E. Phillips,
58. F. P. Burgess
59. E. W. Swain
60. E. N. Auger
61. J. H. Peterson
62. H. J. Mitchell,
63. O. W. Gardner
64. R. Frederick
65. R. Lawson
66. H. A. Wood

CIRCLE FOR 1936

Cincinnati	67. L. Renschler	Kansas City
Pittsburgh	68. W. H. Sutton	New York City
Albany	69. A. W. Liebes	Denver
Houston	70. G. H. Werner	New York City
Oklahoma City	71. E. H. Widmayer	New York City
Portland, Ore.	72. E. N. Farlinger	Los Angeles
Butte	73. J. W. McLaughlin	Denver
Sacramento	74. D. Wodlinger	Chicago
Chicago	75. O. Christensen	Los Angeles
Baltimore	76. F. C. Sutter	Harrisburg
Jacksonville	77. O. W. Schaeffer	Nashville
Washington	78. C. M. Lucas	Baltimore
Salt Lake City	79. T. M. Fisher, Jr.	Boise
Green Bay	80. N. L. Hackney	Nashville
Chicago	81. M. M. Bailey	Milwaukee
San Francisco	82. D. B. Skidd	Springfield
Rockford	83. E. Dishart	El Paso
Birmingham	84. F. H. Head	Indianapolis
New York City	85. R. R. Franks	Seattle
Birmingham	86. L. V. Amann	Syracuse
Peoria	87. J. H. Young	San Francisco
Boston	88. W. L. Tinker	Columbus
Salt Lake City	89. R. E. Carmen	Salt Lake City
New York City	90. E. R. Hathaway	New York City
Chicago	91. O. C. Bacharach	New York City
Chicago	92. J. A. Smith	Syracuse
Pittsburgh	93. T. H. Spencer	San Francisco
Spokane		

District Doings



New York

Death came to Sam Burr on the last day of 1936. No more fitting obituary could be written than the sentiments expressed by George Crouch:

My Assistant, Sam Burr, passed away last Thursday in his 56th year.

In losing him I have sustained an irreparable loss, and the company has lost one of their most loyal and faithful salesmen.

Of all the men I have ever come in contact with, I never knew his equal in fair-mindedness, generosity of nature, kindliness and helpful to all the young fellows who were starting on their career of salesmanship. He would go out of his way at any time to help and guide them.

One of his greatest characteristics was his poise of character. In the 35 years I have known him, I have never seen him lose his temper and under the most trying circumstances, he was calm, unruffled and good-tempered.

We can put someone in his place, but we cannot replace him. God rest his soul.

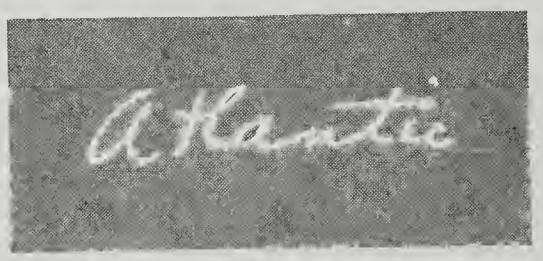
Underwood Pfd.

It is interesting to note that an Underwood Noiseless has been sold to nationally famous Alexander Woollcott. A competitive machine was traded in. Another sale of interest is the Underwood Noiseless Portable to Heywood Broun. It seems that discriminating writers prefer QUIET.

Trial Brings Order

Harold Walker placed an Underwood Sundstrand on trial in one of the large brokerage houses in the financial district. The satisfactory performance resulted in an order for eight 10120-P machines to replace eight machines of a competitive make.

—Associate Editor Peters



Buffalo

Buffalo's most interesting sale of the month was that of three Underwood 11" manually operated Fanfold Billers by A. H. Jacob to the J. H. Williams Company.

The customer had been using Elliott Fisher Continuous Form Billing Machines, with interfold forms, for a period of about 12 years. They decided to renew this equipment with the best machines the market afforded at the present time. All manufacturers of continuous form machines were invited to place their machines on trial. Each was given a period of one month to demonstrate what could be accomplished to support their claims for increased speed, etc., using forms especially purchased by J. H. Williams for this trial demonstration. Each competitor placed their latest model electrically operated machines with the customer, but it was found through this test, that claims for speed made by certain of our competitors could not be substantiated.

Underwood 25% Faster!

The result obtained on Underwood Fanfold Billing Machines proved 25% faster than any other machine placed on demonstration. Our machines, of course, were equipped with carbon roll bracket plates.

It was most gratifying for us to have a report from the customer that the Underwood Fanfold Machine in the hands of an operator whose entire training had been on Elliott Fisher Continuous Form Machines proved far more efficient from the standpoint of volume of work performed on it than any machines tested out by the customer.

Incidentally, the customer reported to us before trying out the Underwood Fanfold Machine, that none of the electric machines tried out up to that time had proved any more efficient than the Elliott Fishers they had in use. Furthermore, this deal was started at the solicitation of one of the manufacturers of an electrified keyboard continuous form billing machine.

A point that salesmen in our organization might capitalize upon is that the benefit derived from experience in manufacturing continuous form machines for over 25 years places Underwood Elliott Fisher in a far better position to satisfy the exacting requirements of modern day buyers.

—Associate Editor Bowker

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Providence

Joseph F. Quinn, who is better known as Colonel Quinn, sold the following equipment in December:

- 1 Sundstrand Class D Accounting Machine.
- 1 Elliott Fisher Single Crossfooter Automatic Electric Universal Accounting Machine.
- 5 7D Registers.
- 1 Underwood Sundstrand Cash Register.
- 2 8120 Underwood Sundstrand Adding Machines.
- 1 Underwood Fanfold Writing Machine.

The Providence branch proudly reports that "this is doing a good job toward selling the complete line."

—Associate Editor Tyndall

Eleven Standard Noiseless Typewriters and one Standard machine were sold to the Manchester (N. H.) Union-Leader Publishing Company. Salesman Devine, C. Decker, Business Manager of the Union Leader, and Salesman Beecher are shown with some of the new Underwoods.

Western

Joliet

Our products are sold principally to speed the world's business. Every now and then a report is made telling where our machines are performing to eliminate drudgery by serving handicapped persons.

Portable Typewriter Representative Burton reports the sale of an Underwood Portable by our Joliet dealer, S. R. Starman, to Miss Helen Wilhelmi. Miss Wilhelmi's arms are paralyzed but she was determined to study typewriting in connection with her special training. After testing all portable typewriters she found that she could do her work perfectly only on the Underwood. All other makes of portables showed shadows on all characters. Her method of operation is to place a pencil between her teeth and strike the keys with the pencil, thus typing anything she may wish to write.

•

South Bend

After a trial period of at least sixty days for all makes of typewriters, Salesman Seaman sold 100 Underwood Standard Typewriters to the Studebaker Corporation. Underwoods were selected because of proved durability and because they were preferred by the operators. To Reward of Merit Winner Seaman our congratulations!

—Associate Editor Hazelton

Central

Detroit

After an investigation over a period of three months, Salesman Turner made the largest sale of Class D machines ever made by our Company. In the face of great odds, he sold twenty-two Sundstrand Class D Machines to the Fisher Body Corporation. Exhaustive tests were made and the UEF product triumphed over competitive machines because of its speed and simplicity of operation. Congratulations to All Star Salesman Turner!

Associate Editor McBrien

315 Orders in 405 Minutes!

THE "Scottissue Broadcast," published by the employees of the Scott Paper Company of Chester (Pa.), recently ran a story titled, "Behind the Scenes." The machine referred to is an Elliott Fisher Simplex with two adding registers, one for weight and the other for money. We are glad to quote their "Town Spyer" story.

Perhaps you have sometimes wondered what happens to the thousands of orders that come pouring into Chester each month—and we mean thousands. Well, their course sounds a little like a double play: Huggins to Inch to Whiteley. And when each order has withstood the hazards of Sales, Traffic and Credit Departments, it finds itself on the desk of a billing machine operator who, after a little study and many mysterious lightning-like motions of the hands, comes up smiling with twelve copies of the order neatly typed and ready for distribution to the various interested departments.

Now there was a time when 100 orders from one billing machine was a day's work. But after a while greater skill and efficiency established a "quota" of 150 orders from that same machine. Then, several years ago a billing machine operator "broke" 200. Compliments flew thick and fast and the "Town Spyer" is informed that there was talk of designing a water-jacketed machine to keep the darned thing from burning up.

But Time Marched On and "Pat" Parrish, wizard of the keyboard, tapped out orders for 405 minutes (less than a full day) and finished this marathon with 315 fully typed orders, and a bit of pardonable pride in a brand new record for speed and accuracy! (She didn't make a single mistake!)

315 orders in 405 minutes! That's almost one a minute—and the boys who keep the records haven't stopped talking about it yet. But to Pat it's all in the day's work, and she says that if the machine can still take it she's going to do even more one of these days.

So keep the orders coming in, Sales Department, and give her a chance to make good on her word.

Fresno

The Valley Express Company, of Fresno, investigated all types of competitive equipment and came to the conclusion that our 8142P13 Underwood Sundstrand Statement Machine was the simplest and most complete for the investment involved. Salesman Higgins reports that the machine is being used on Claim Ledgers to keep a record of all pending customer claims. The amount of the claim is set up as a credit when it is first entered. When payment of claim is made, customer's account is credited. In this manner a complete record, or ledger, is maintained of all pending claims.

—Associate Editor Weitz

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Trailer Sales

J. L. Patty is covering the territory from Bakersfield (Calif.) to the Oregon line for a manufacturer of continuous business forms. He is also an authorized dealer and is devoting some time to the sale of portable typewriters. In reporting to Clyde Jungbluth, Sales Manager of the Portable Typewriter Division, Mr. Patty states:

"I have no trouble getting people in the trailer and demonstrating the machines, but I do not have time to follow up my leads so I am just making business good for the local dealer, which is no good for Patty. Last week in Oroville (Calif.) over 90 typing students were in my trailer and I sold two machines and left 10 or 15 good prospects."

The modernization of 531 Market Street, San Francisco.

El Paso

Frank E. Saner sold American Smelting & Refining Company the following equipment:

2 10140 Underwood Sundstrand Adding Machines.
1 8120P Underwood Sundstrand Adding Machine.
1 26" Underwood Typewriter with 10-Key Key-Set Tabulator.
3 14" Underwood Typewriters with 10-Key Key-Set Tabulator.

This firm had been using multiple keyboard adding machines and competitive typewriters. Salesman Saner expertly demonstrated the Underwood Sundstrand and the features of the new Underwood typewriters and eliminated all competition. Mr. Saner reports that our typewriters are being used on financial statements and production allocation work. Our adding machines are used on general calculation work previously handled on adding machines and calculators. Needless to say, we have more trials on the job! Our congratulations to Salesman Saner.

—Associate Editor Shaver

San Francisco

San Francisco now boasts of having one of the finest offices of its type in the country today. Walls were knocked through, dust cleared away, wax polish applied—and we find twice as much space and a beautifully furnished, modern, up-to-date branch office. From the huge chromium lettered sign on its background of dark green (which is a beautiful thing in itself) on the front of the building, to the service department in the rear, nothing has been left undone to make it one of the outstanding Underwood Elliott Fisher offices. Some of the improvements consist of large typewriter, accounting and adding machine demonstration rooms; a sales meeting room; a large office housing our school and employment department; several good-sized stock rooms; and, we believe, the best ventilated and lighted service department in any office. It's a beautiful office, we're proud of it, and it is a pleasure for us to tell the "world" about it.

—Associate Editor Hall

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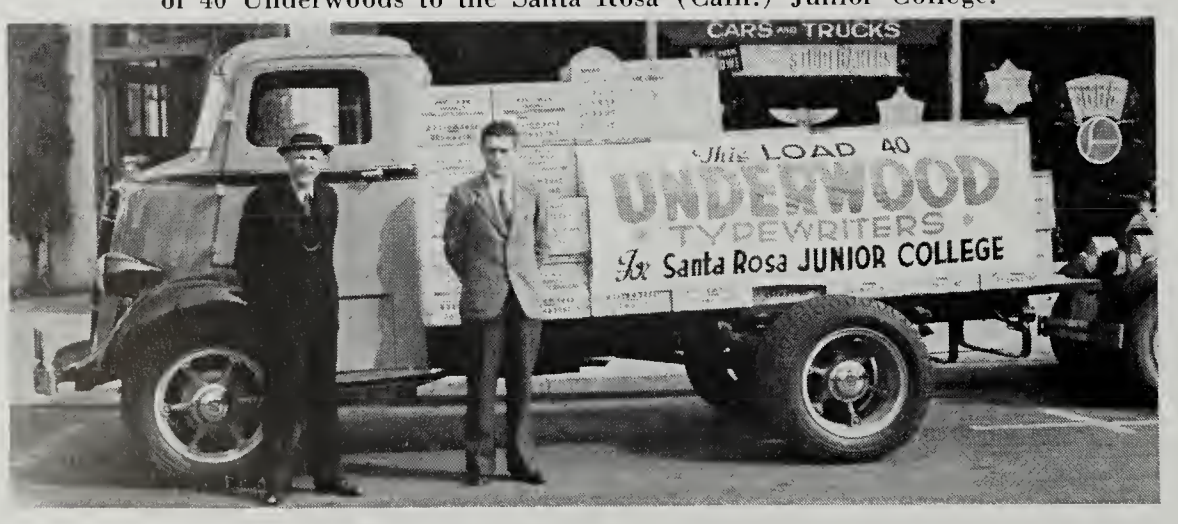
San Francisco's E. I. Sampson, and his assistant, H. J. Giblin, making delivery of 40 Underwoods to the Santa Rosa (Calif.) Junior College.



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Congratulations to W. J. Sherry, who has been promoted to the position of Assistant Manager of San Francisco's Adding Machine Division, replacing Max M. Shaver, recently appointed Branch Manager of El Paso Office.

Mr. Sherry has been with the Company for many years and has been employed in our offices in various cities, including New York, Cleveland, Akron and Philadelphia.

—Associate Editor Stein

Denver

The Denver branch believes in the value of reproduced installations. On the same morning the reproduced installation featuring B. Cribari & Sons (Wholesale Liquors) was received, Salesman Gladden showed it to Reuler-Lewin, Inc., Wholesale Liquor dealer. Although all previous efforts had failed, the reproduced installation received immediate interest.

Result: the sale of an Underwood Fanfold with Continuous Carbon Roll Attachment, one dozen rolls of carbon and 50M sets of forms.

To V. W. Gladden congratulations on the intelligent use of our reproduced installations.

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Lightning, in the shape of prizes, struck twice in the same place. Adding Machine Salesman Robb won a beautiful pencil for leading the winning supply team, and also a cash award for being the winner of a contest with the other two Adding Machine Salesmen, A. H. Landmark and P. L. Griffin. Both prizes were given by Branch Manager LaTorres.

The losers acted as chef and waiter at the Holiday party to our force and customers.

—Associate Editor Mitchell

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Los Angeles

Accounting Machine Salesman Bishop sold four Model SA14RF-3 Underwood Bookkeeping Machines to Peerless Laundry Services, Limited, of Los Angeles.

Although they have used Underwood Bookkeeping Machines for the past ten years, they fully investigated the field of other makes. Their decision was based upon their past experience with our product and they were impressed with the simplicity of our new model. These features which were properly demonstrated by Salesman Bishop won him this very fine order.

Our hats are off to him!

—Associate Editor Johnson

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Seattle

Adding Machine Salesman Smith has been honored by his election as President of the Seattle Office Appliance Club, the one real live organization of its kind in Washington.

Earl Smith has been very active in this organization for the past several years, acting in the capacity of treasurer and secretary. The leading office appliance companies in the city are represented in the membership of this organization, which annually puts on a business show that is outstanding in the Northwest.

Strange As It Seems — By John Hix

Editor's Note: This interesting feature appears in 140 newspapers with a combined reader circulation of over 10,000,000 in the United States.

FAVORITE EXPRESSIONS

EVERY person with whom we come in contact has it in his power to teach us, amuse us or otherwise enlighten us.

Every person has a favorite expression. He may or may not be aware of it but he uses it frequently. Here are some sayings we have found interesting for one reason or another:

> IT CAN BE DONE. Battles are above all, conflicts of spirit. Defeat is inevitable from the moment the hope of conquering fails. Success comes, therefore, not to him who has suffered the least loss, but to him whose will is strongest and whose spirit has the finest temper.
>
> *—P. D. Wagoner*

Demonstrate . . . Demonstrate . . . Demonstrate.

—H. J. Crewdson

Casey's had his drink.

—E. R. Baines

Don't cuss when you lose an order—start thinking!

—J. C. Young

Where is the out-report?

—Fred Korb

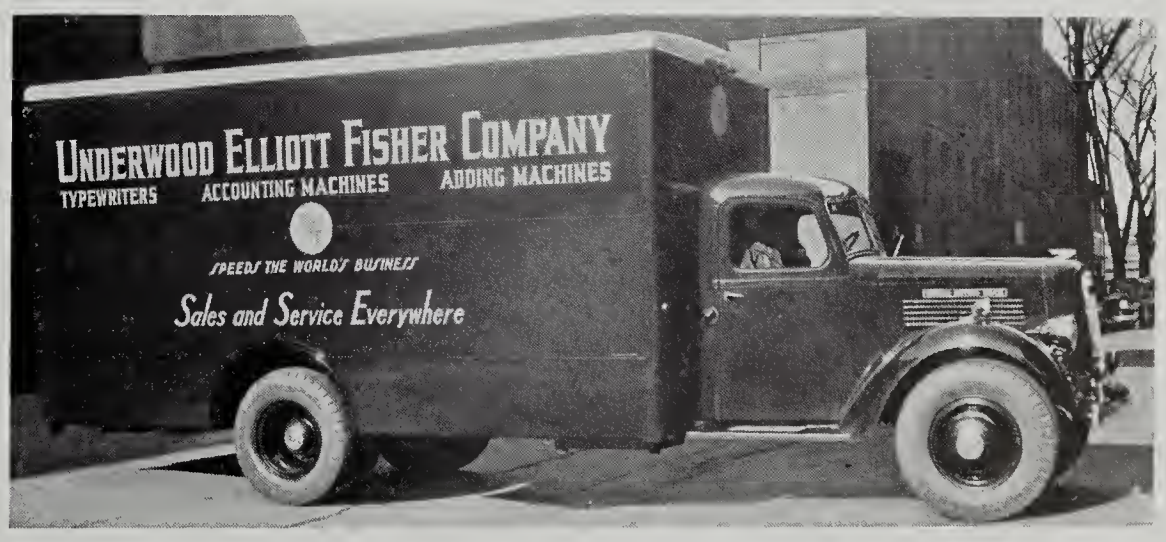
Never felt better in my life.

—George Crouch

Hello, boys! How's every little thing?

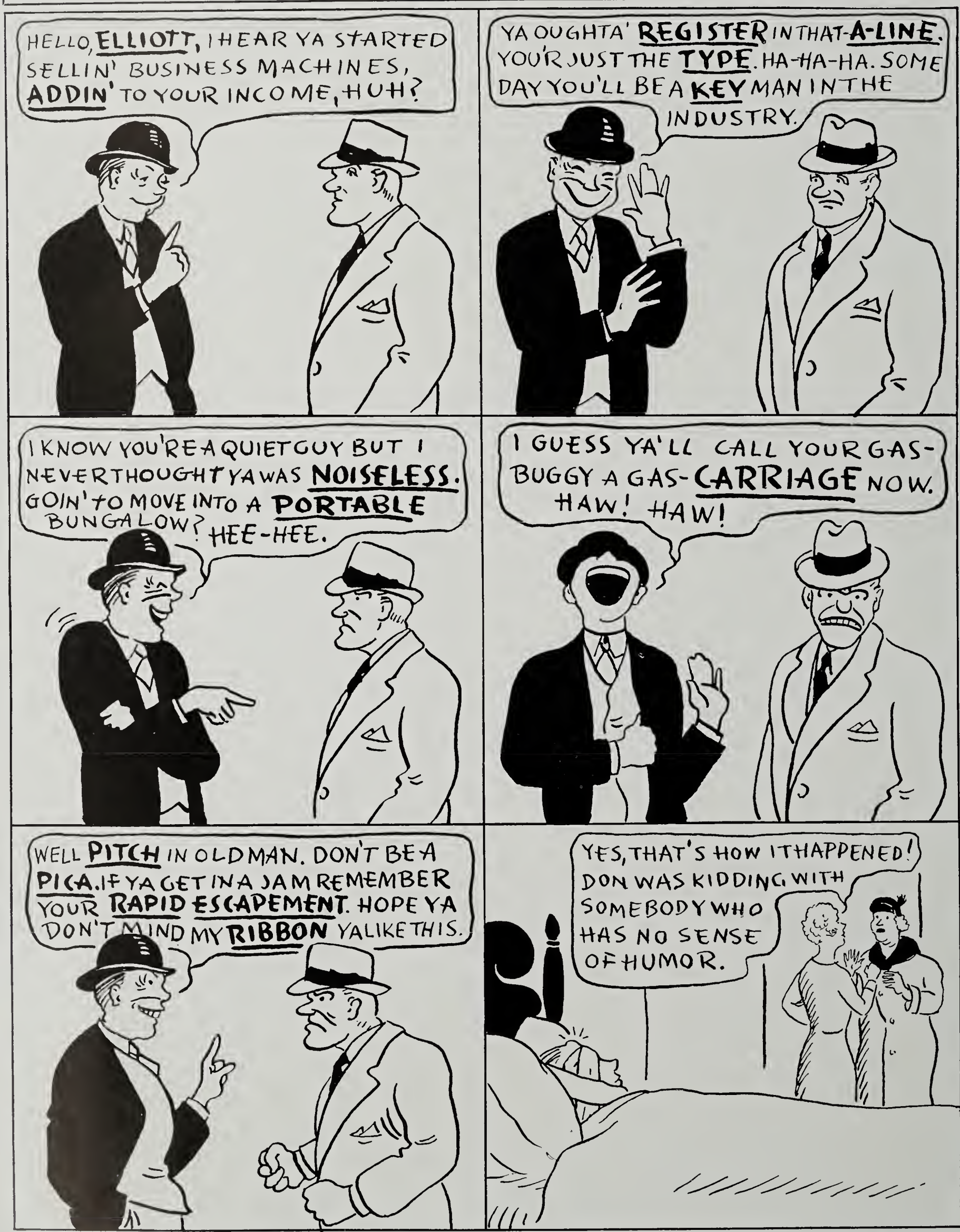
—Clyde Jungbluth

New truck recently placed in service at Hartford factory.
Yes, business is fine, thank you!



The Humorist

with a bow to Webster

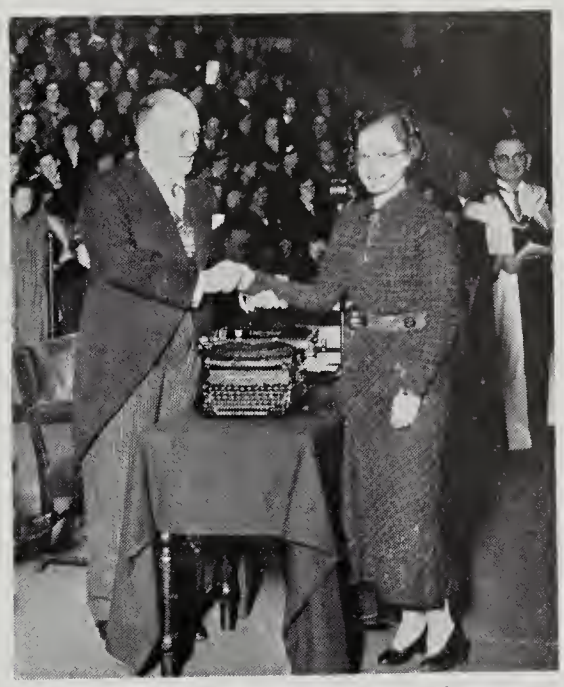


Our exhibit at the annual convention of the National Retail Dry Goods Association, Pennsylvania Hotel, New York, January 18 to 22. Representatives W. von Hacht and M. A. Tirabassi of the Accounting Machine Division reported a great deal of interest in the new Sundstrand Payroll Machine.

Cooperation between the Washington (D. C.) branch office and the Chesapeake & Potomac Telephone Company resulted in this attractive display in the telephone company's window.

Hollywood . . . Walda Winchell, nine-year-old daughter of Walter Winchell, famous columnist, is starting early to follow in the footsteps of her father, as she gathers gossip from the screen stars. In the group, from left to right, are: Walter Winchell, Al Ritz, "The Machine of Champions," Jimmy Ritz, Walda and Harry Ritz of the Ritz Brothers. *International*

BRITISH BRIEFS



R. H. Haxell, Esq., J. P. (Mayor of Holborn), presenting Underwood Noiseless to the Most Proficient Student, Mary E. Voss, of Pitman's College

ENGLISH LAURELS

AT the Pitman's College Annual Prize-Giving and Concert, held at London's Royal Albert Hall, an Underwood Noiseless Typewriter was awarded to Mary E. Voss, the most proficient student of the year. An Underwood Standard Typewriter was presented by the House of Underwood to Elsie C. Riley, 1936 winner of the typewriting open-speed competition typing at the highest net speed from straightforward matter for fifteen minutes.

Pitman's College Prize-Giving is an outstanding annual event worthy of the prestige of Sir Isaac Pitman and Sons, Limited.

—*Associate Editor Trefzger*

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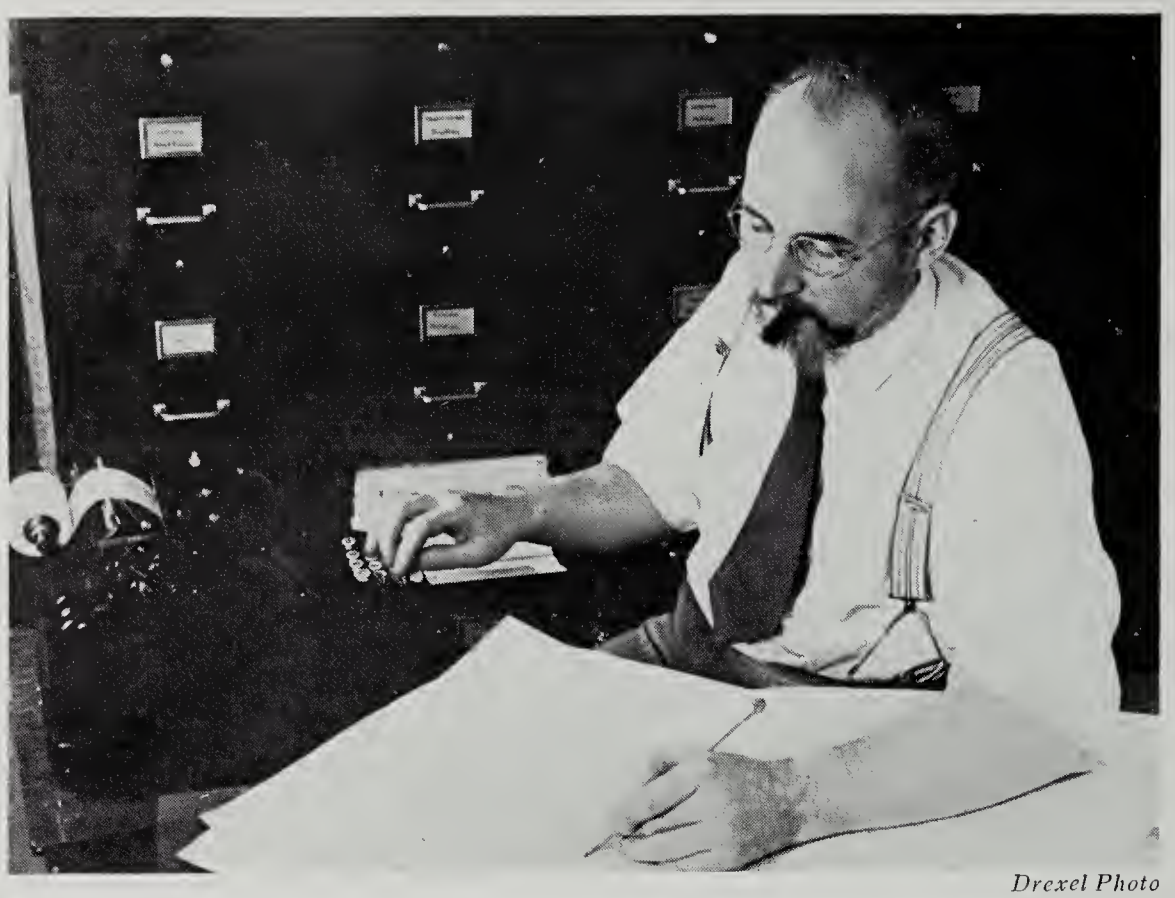
This interesting snapshot was taken at a sales conference in London. The gentlemen so interested in the demonstration are (left to right): E. L. Moore, Manager, Reading; C. Haismen, Manager, Hanley; W. G. Lansley, Manager, London Accounting Machine Branch; D. M. Campbell, Manager, Cardiff.

Ye Editor

Andrew Cerruti

WHEN Elmer "Esoup" Campbell left the Company to join a publishing house, I was appointed editor of the UEF News. There isn't much to tell about myself. I began my business career when I joined the Company's advertising department in 1920. All phases of advertising and publicity are my main business interests. All the activities of my twenty-six months old daughter are my chief personal interests.

I feel that I should explain the delay in issuing the January number. The unprecedented number of All Star Salesmen made it a difficult task to assemble the photographs of the winners. I feel that this is a justifiable delay—the whole world likes to see a *winner!*



Drexel Photo

Left-handed Dr. Laird uses his Underwood Sundstrand for calculations. On each side of the working corner are ash trays for the perpetual cigar or occasional cigarette. Note that Dr. Laird's sleeves are not rolled up, instead they are cut off to save the bother of rolling them up. The large sheets of paper are the data summary sheets from one experiment.

A Psychologist at Work

DR. DONALD A. LAIRD, famed psychologist of Colgate University, has applied psychology in every detail of his personal laboratory of 2,442 square feet.

The entire laboratory is soundproofed and lighted with modern I.E.S. units. It contains a U-shaped "working corner" where, without leaving his swivel chair, he can consult his files, use the Underwood Sundstrand adding-figuring machine, broadcast to his classes or to other parts of the laboratory and listen-in on other rooms. Thus a psychologist uses psychology in his work.

Associate Editors

Atlantic District

ALBANY, T. J. McMahon; BOSTON, C. H. Prentice; BUFFALO, Jack Tench; HARTFORD, A. A. Seymour; NEW HAVEN, H. F. Lyons; PORTLAND, P. S. Donovan; PROVIDENCE, W. Boehnke and W. T. Austin; ROCHESTER, Charlotte Smith; SPRINGFIELD, R. E. Ward; SYRACUSE, D. D. Felter.

New York District

NEW YORK, G. A. Meinecke, A. H. Peters and A. W. Beecher; Comptroller's Dept., J. H. Gilmore; Treasurer's Dept., W. V. G. Riblet; NEWARK, H. L. Young.

Eastern District

ALLENTOWN, J. A. Downs; BALTIMORE, H. L. Disney; CHARLOTTE, W. R. McDowell; HARRISBURG, H. B. Taylor; PHILADELPHIA, L. H. Hilliard; RICHMOND, Ogarita G. Myers; SCRANTON, L. E. Decker; WASHINGTON, J. V. Brownell.

Central District

AKRON, G. R. Windsor; CINCINNATI, A. E. Zugelter; CLEVELAND, A. J. McNellan; COLUMBUS, A. B. Chrisman; DETROIT, E. A. Glassford; GRAND RAPIDS, F. A. Madigan; LOUISVILLE, F. S. Roberts; PITTSBURGH, L. S. Webster; TOLEDO, H. P. Zerbe; YOUNGSTOWN, K. E. Sechler.

Western District

CHICAGO, N. J. Van Dyne; DAVENPORT, F. M. Anglim; DES MOINES, E. M. Whitaker; GREEN BAY, C. B. Bretzke; INDIANAPOLIS, G. W. Hunt; KANSAS CITY, D. E. Conklin; MILWAUKEE, C. M. Murphy; MINNEAPOLIS, S. S. Baker; OMAHA, Marion Dennis; PEORIA, A. V. Longenecker; ROCKFORD, C. R. Oehler; SOUTH BEND, W. A. Hazelton; ST. LOUIS, Miss M. Schmerge; ST. PAUL, J. C. Curtis.

Pacific District

BOISE, A. J. Salisbury; BUTTE, W. Crist; DENVER, W. H. Mitchell; EL PASO, M. M. Shaver; FRESNO, L. A. Weitz; LOS ANGELES, T. H. Lott; PHOENIX, G. G. Russell; PORTLAND, F. C. Aff; SACRAMENTO, A. G. Walsh; SALT LAKE CITY, Berenice Daley; SAN DIEGO, J. J. Voorheis; SAN FRANCISCO, Selma Stein; SEATTLE, Aurelia Lonseth; SPOKANE, L. W. Pickler.

Southern District

ATLANTA, Frances Morgan; BIRMINGHAM, F. A. Knowles; DALLAS, Billie L. Urie; HOUSTON, O. H. Cook; JACKSONVILLE, J. W. Roberts; MEMPHIS, G. L. Frymire; NASHVILLE, J. A. Pittman; NEW ORLEANS, J. L. Videau; OKLAHOMA CITY, Elsie Gibbs.

Foreign

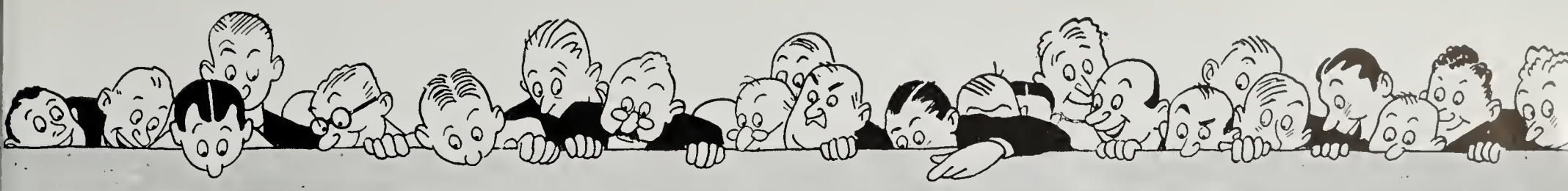
AUSTRIA, K. Weiss; AUSTRIA AND BALKANS, S. Surmagne; BELGIUM, J. LePas; BULGARIA, E. Warthanesian; CANADA, J. L. Seitz; CZECHOSLOVAKIA, K. Tuebner; CYPRUS, Miss A. Marcouillides; DENMARK, A. Laursen; ENGLAND, E. A. Trefzger; ESTONIA, K. Rosenberg; FRANCE, L. Grandjean; GERMANY, Miss C. Geintzer; HUNGARY, Dr. P. Kovacs; ITALY, Dr. G. G. Roseo; LATVIA, O. A. Hansen; NORWAY, D. Bentzen; PALESTINE, B. Kushner; SPAIN (BARCELONA) E. Truniger; (MADRID) A. Stoecklin; SWEDEN, B. Henning; SWITZERLAND, Fritz Beetschen; SYRIA, J. C. Khouri.

Export

F. D. Lehn.

Service

George Bender.



DISTRICT STANDINGS

DECEMBER

1. Central
2. New York
3. Pacific
4. Western
5. Eastern
6. Southern
7. Atlantic

TWELVE MONTHS—1936

1. Pacific
2. Southern
3. Eastern
4. Central
5. New York
6. Western
7. Atlantic

BRANCH STANDINGS

DECEMBER

1. Rockford
2. South Bend
3. Youngstown
4. El Paso
5. Detroit
6. Columbus
7. Albany
8. Salt Lake City
9. Denver
10. Green Bay
11. Portland, Ore.
12. Boise
13. Butte
14. Springfield
15. New Haven
16. Hartford
17. Oklahoma City
18. Chicago
19. New York (Type.)
20. New Orleans
21. Scranton
22. Pittsburgh
23. Allentown
24. Richmond
25. Los Angeles
26. Spokane
27. Harrisburg
28. San Francisco
29. Sacramento
30. Seattle
31. Phoenix
32. Cincinnati
33. Baltimore
34. New York (AA)
35. Jacksonville
36. Kansas City
37. Indianapolis
38. Providence
39. Cleveland
40. Birmingham
41. Fresno
42. Philadelphia
43. Charlotte
44. Boston
45. Washington, D. C.
46. Rochester
47. Nashville
48. Toledo
49. Memphis
50. Houston
51. Milwaukee
52. St. Paul
53. Dallas
54. Davenport
55. Louisville
56. St. Louis
57. Buffalo
58. Minneapolis
59. San Diego
60. Atlanta
61. Portland, Me.
62. Peoria
63. Grand Rapids
64. Des Moines
65. Newark (AA)
66. Akron
67. Omaha
68. Syracuse

TWELVE MONTHS—1936

1. Oklahoma City
2. El Paso
3. New Orleans
4. Salt Lake City
5. Spokane
6. Washington, D. C.
7. Sacramento
8. Denver
9. Los Angeles
10. Butte
11. Portland, Ore.
12. Boise
13. Rockford
14. Seattle
15. Houston
16. Phoenix
17. San Francisco
18. Jacksonville
19. Cincinnati
20. Fresno
21. Memphis
22. Green Bay
23. Detroit
24. Chicago
25. Pittsburgh
26. Charlotte
27. San Diego
28. Richmond
29. Dallas
30. New York (Type.)
31. South Bend
32. Birmingham
33. Hartford
34. Milwaukee
35. Indianapolis
36. Atlanta
37. Springfield
38. Columbus
39. Nashville
40. Youngstown
41. Harrisburg
42. New Haven
43. Peoria
44. Louisville
45. Kansas City
46. Davenport
47. Cleveland
48. St. Paul
49. Allentown
50. St. Louis
51. Rochester
52. Minneapolis
53. Philadelphia
54. Providence
55. Baltimore
56. Des Moines
57. Albany
58. Toledo
59. New York (AA)
60. Omaha
61. Portland, Me.
62. Boston
63. Grand Rapids
64. Scranton
65. Newark (AA)
66. Syracuse
67. Buffalo
68. Akron

SALESMEN'S STANDINGS

DECEMBER

1.	L. T. Turner	Detroit
2.	A. G. Landrus	Washington
3.	J. F. Symonds	Albany
4.	R. M. McCleary	New York (AA)
5.	W. F. Arndt	Chicago
6.	R. S. Albert	Detroit
7.	L. H. DeVogt	Detroit
8.	Q. O. Bowen	Rockford
9.	E. N. Auger	Boston
10.	W. E. Phillips, Sr.	New York (AA)
11.	W. A. Campbell	Richmond
12.	A. H. Miller	Washington
13.	L. P. Bahan	New Orleans
14.	M. J. Carroll	New York (AA)
15.	L. M. Jacobson	Green Bay
16.	G. M. Drakeley	New Haven
17.	L. C. Jones	Scranton
18.	E. J. Schoch, Jr.	Hartford
19.	P. N. Sea	Chicago
20.	R. W. Seaman	South Bend
21.	F. A. Andrews	New York (AA)
22.	D. Wodlinger	Chicago
23.	A. H. Peters	New York (AA)
24.	F. S. Roberts	Louisville
25.	I. N. Fraver	Allentown
26.	S. L. Allen	Oklahoma City
27.	E. N. Farlinger	Los Angeles
28.	E. L. Peach	Pittsburgh
29.	E. H. Widmayer	New York (AA)
30.	S. B. Hammond	Minneapolis

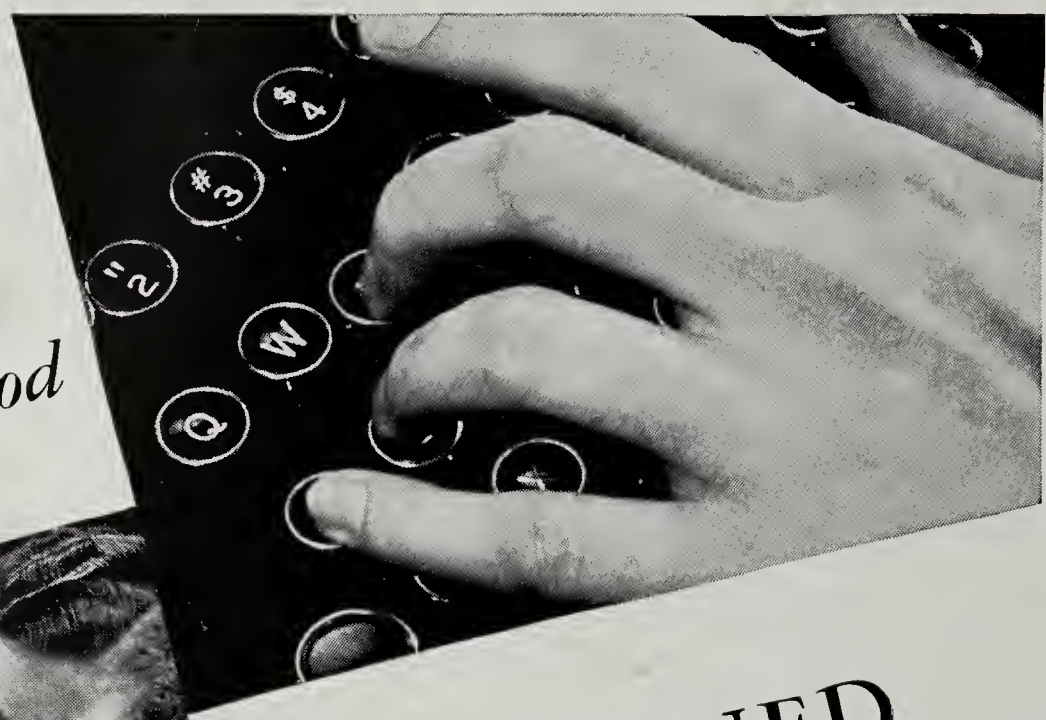
TWELVE MONTHS

During 1936, over fifty per cent more Underwood Elliott Fisher salesmen produced their quota volume than in 1935.

In accordance with the regulations of this exclusive selling club, the highest producers are the officers. The officers of the 1936 All Star Salesmen's Clubs are:

W. W. Francis, *President;* F. C. Diedrich, *Vice President;* L. P. Bahan, *Secretary;* A. H. Miller, *Treasurer;* W. F. Arndt, *Director;* P. N. Sea, *Director;* A. G. Landrus, *Director;* W. J. Modrack, *Director;* B. B. Horwitz, *Director;* H. C. Hart, *Director.*

I've never been "typing tired" since I've used the Underwood



...IT'S TUNED TO THE FINGERTIPS!

The little lady of the keyboard will give *you* a much better typing job if you give *her* a new Champion Underwood. More than that, fatigue won't dull her wits in the home stretch of the business day... nor cause her to blunder and throw the office routine out of gear.

You see, instead of *pounding*, the fingers of the operator do little more than *touch* the Champion Keyboard on the Underwood. Strange as it may seem, the Underwood saves a ton of dead-weight lifting every business day*! It's Tuned to the Fingertips.

With the new Champion Underwood in your office you will get a smarter, neater typing job. More than that, you'll get so much faster typing production that the closing hour will seldom strike on work undone. Give her a new easier-typing Champion Underwood. There's an Underwood Elliott Fisher Branch within easy reach of your telephone. Ask for a free trial.

**Actual check on energy expended in lifting type bars of all machines to striking position.*

The Champion Underwood offers six outstanding points of super-performance...speed...quality of work...durability...simplicity... easy touch and Cushioned Typing. Every Underwood Typewriter is backed by nation-wide, company-owned service facilities.

UNDERWOOD ELLIOTT FISHER COMPANY
Typewriter Division
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PRINTED IN U.S.A.